

Abstracts

Danish Tourism's many challenges: Research reflections

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Spanning two decades of tourism research, education and engagement in competence development for the Danish tourism industry, this article provides an outline of the many challenges facing tourism in Denmark, while also setting the frame for this special journal issue. A social and economic phenomenon, tourism is subject to multi-disciplinary research examining growth and development potentials; policies; innovation; marketing, meanings and motivations; as performance and transformation; as a result of globalization, and as a means to sustainable development. It will be argued that a gap exists between those who provide knowledge and those who use knowledge (e.g. policy-makers, the tourism industry) which must be bridged to provide for strategic and sustainable tourism development. The article concludes with a call for collaboration, critical reflection and a political vision for the future to transform challenges into opportunities, which ultimately must address what kind of tourism we wish to have in Denmark.

Business development policy between the local and the global? Danish tourism policy under pressure to change

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Since the mid-1900s Danish tourism has seen a decreasing number of international visitors and market shares in a fiercely competitive global market place. However, key public and private actors in the tourism policy network have not moved decisively towards adjusting policies in new directions: marketing of existing experiences continued to take priority over innovation in products and services. The article argues that a significant part of the reason for the slow adjustment of public policy towards tourism can be found in their inward-looking sectoral nature. A major reform of sub-national government in 2007 has, however, resulted in a partial integration of tourism into the much more innovation-oriented business development policy network, and this may lead to a shift of focus in tourism policies towards development of new experiences to cater for demand patterns among international visitors.

Tourism Satellite Accounts and Tourist Consumption Patterns in Denmark

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The aim of this paper is to present the Danish tourism satellite accounts and tourism consumption patterns in Denmark. The first part focuses on the tourism satellite account. It gives a brief introduction of TSA tables, methods of compiling TSA tables and its relationship with national accounts. The second part of the paper shows tourist consumption patterns in Denmark. Tourism consumption in the TSA tables is divided into products, either with tourism characteristic products (accommodation, restaurants, tourist bureau and travel services), and non-specific tourism products (food, energy consumption and other services). Tourism consumption in Denmark is presented in accordance with TSA tables, for example inbound, domestic and total tourism consumption. The last part of the paper discusses the limitation and the disadvantage in applying tourism satellite accounts, where we emphasize that without regional modelling we cannot provide tourism's total economic effects on the regional economies.

Potentials of the Danish Holiday House: A demand perspective on the interactions between holiday house, holiday house area and attractions

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Through a qualitative study of families with

dependent children, the paper examines the Danish holiday house as a tourist experience and argues that product development should relate to both parent and children's wishes for a good holiday. The family experience occurs as continuous interactions between »togetherness«, being the parents' peak experience, and the children's wish for »activity«. Simultaneously these are supporting experiences to each other, thus the family experience builds upon the holiday house as intensifier of everyday life, promoting togetherness, while attractions in contrast to daily routines should create possibilities for active and exciting experiences. Hence, it is suggested that future development of the holiday house product should take its point of departure in a closer coordination of the holiday house, the holiday house area and external attractions if it is to enhance the optimal experience mixture to families with children.

Danish nation branding. Changing practices?

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This article addresses Danish nation branding activities which have taken place within the past two decades. By reviewing various strategic approaches to national branding with particular focus on changing communicative practices over time, we demonstrate a shift from streamlined claims of uniqueness to pluralist narratives and events of endorsement. The aim is to highlight the policy context that had constantly influenced and shaped Danish branding trends. As an illustration, a study of the pavilion *Welfairytales*

showcasing Denmark at the Shanghai Expo in 2010 is presented. Based on this case, the article discusses whether the Danish pavilion may mark the consolidation or a renewal of recent nation branding practices in Denmark.

Social sciences in resource competition

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Competition has been a keyword in research policy in recent decades, and the level of external funding has increased tremendously.

This article analyses this development in the social sciences compared to other fields and within social sciences. The social sciences have lagged behind compared to science, medicine and technology, but still been able to maintain their resource position thanks to increased student intake, above all in business studies. Economics and business studies have increased their shares of social science's external funding, economics mainly from research councils. As conditions, criteria and evaluation procedures are closed and opaque for many external funding sources, there is reason to expect negative consequences for the quality of research. What is missing, however, are empirical studies that shed light on this.